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17 August 1954

Consumers Industries Branch
Room 2318 M Building
Chief, D/I

Consumers Industries Branch

I have been giving thought as to the best way of crystallizing our ideas regarding this Branch, and as a point of departure, I would suggest that you and your personnel in the Branch do some, if not all, of the things listed below:

(1) Compile a list of consumer goods, less food products, by relative importance in the US, involving trade of over, let us say, \$5 million per year. This is probably already compiled by the Bureau of Labor Statistics or might be available in any almanac in our Library.

(2) I would like to get some idea of the order of magnitude of the various types of consumer goods here in this country which, by analogy, might have the same order of importance in the Soviet Bloc.

(3) I would also like to have you attempt to discover just what research has been done on the consumers industries of the Soviet Bloc by outside research organizations, such as Rand, Harvard, Columbia, Battelle, or others. I would suggest that you have a bibliography compiled.

(4) For our future information and guidance, I would also suggest that you prepare a list of consumers services here in the US by dollar volume to include education, medical and hospital care, entertainment, newspaper and publishing business, and any other that you may think of, such as telecommunications, mail, telephone, etc.

I am not sure that I understand just what is meant by "level of living" or "standards of living." I would appreciate your having that spelled out as well as you can.

Has anything actually been done on marketing and distribution in the Soviet Bloc? wholesale or retail trade? Also what incentives for buying are there?

I hope the above might stimulate something on your part and your Branch people. I would like to discuss these things further after you have had a chance to think about it.

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